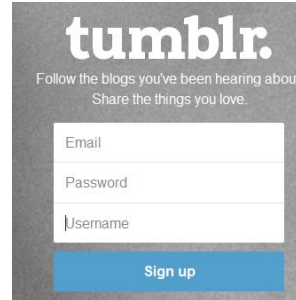
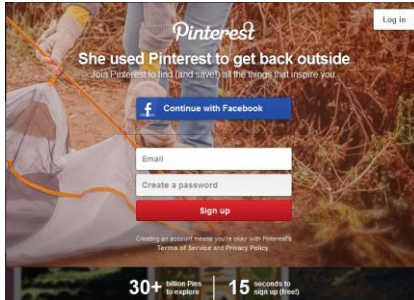


## The Internet is vast...

## Let's explore some curation tools!



"Tech Tools with Tine" Webinar Series Presents:

## Curation with Pinterest and Tumblr

Tame Your Piece of the Web

Tine Walczyk – October 3<sup>rd</sup>, 2014  
tine@trainers-r-us.com

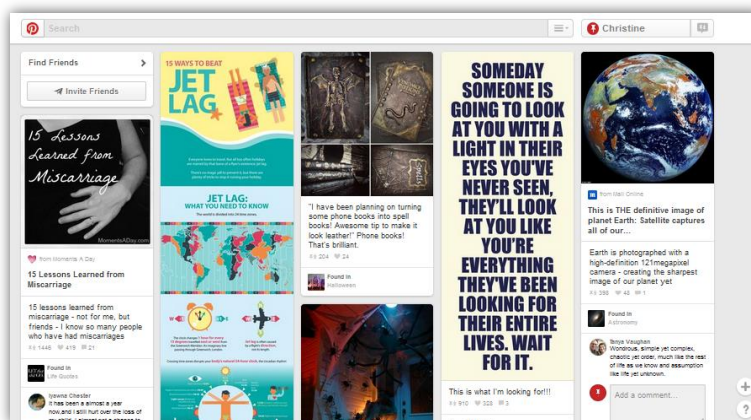


## Be more of a Super Librarian!

- Pinterest and Tumblr allow you to have customized sets of information at your fingertips
- Build a collection for internal use to support your work
- Share with your community.



## Pinterest – shared visual bookmarking



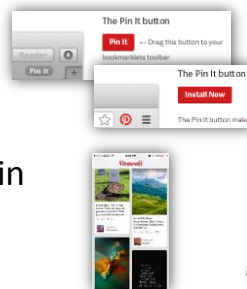
## What is Pinterest?

- A visual look at the Internet
- The crowd sourced BROWSE tool the internet has been lacking
- A shortcut storyboard for interests, hobbies, and subject categories
- Similar to the Yahoo hierarchy of the past but using images



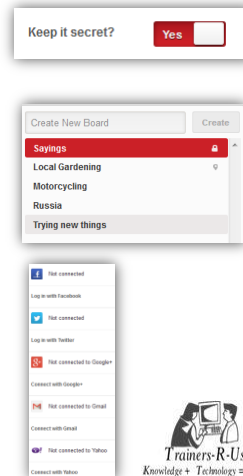
## How do I use it?

- Watch the world go by:
  - Connect at [www.pinterest.com](http://www.pinterest.com)
  - Use a mobile app for Apple or Android
- Contribute to the conversation/collection
  - On the web:
    - Use the bookmarklet
    - Use the Pinterest extension
  - Mobile: load item from within Pinterest



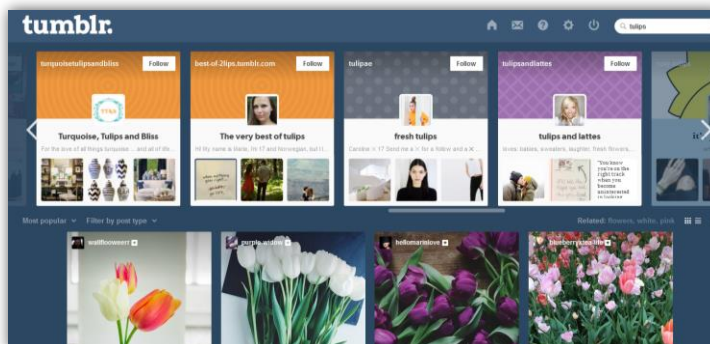
## Tell me more...

- A board can change from Secret to Public but not the other way around
- Pins can be reassigned to any board at any time
- You can login and find friends through many of the existing social networks



Trainers-R-Us  
Knowledge + Technology = Success

## Tumblr – Blog posting from anywhere



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Knowledge + Technology = Success

## What is Tumblr?

- Allows you to share anything from anywhere.
  - Mobile, Web, Email, even Phone

- Use Tumblr blogs to maintain the content.



- Multi-type posts provide high multimedia content.

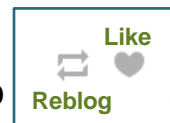


- Large user base to find common interests



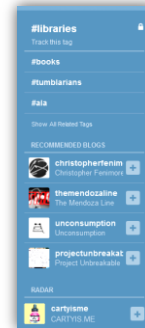
## How do I use it?

- Log into [www.tumblr.com](http://www.tumblr.com)
- A Tumblr blog is immediately created.
- Your address is username.tumblr.com
- Build your dashboard of items to follow.
- Like items to keep track of them for your personal use.
- Reblog items that you want to share with others.



## Anything else I should know?

- Default is public but posts can be made private.
- Hidden search feature:  
[tumblr.com/tagged/term](http://tumblr.com/tagged/term) looks at tags and you can track them!
- Great tool to share content automatically to Facebook or Twitter.
- WARNING! 😊
  - Easy to get pulled into looking at many things you hadn't expected to.



## When to use which

- Pinterest is strongly image oriented – think of bookmarking the web through pictures.
- Tumblr is more blog oriented – content belongs to and maintained by a person.
- Although each can capture both, those are the standard dividing lines.
- How to decide which to use for your library?
  - What kind of content are you wanting to share?
  - Meet your patrons where they are



## A little more reading on the subject

- Library Uses - <http://www.edudemic.com/20-ways-libraries-are-using-pinterest-right-now/>
- Library of Congress & Pinterest - <http://www.loc.gov/today/pr/2014/14-108.html>
- Why use Pinterest in Academic Libraries - <http://guides.lib.utexas.edu/subjects/guide.php?subject=pinterest>
- Libraries and Librarians on Tumblr - <http://thelifeguardlibrarian.tumblr.com/tumblarians>
- Tumblr in Library Journal - <http://reviews.libraryjournal.com/2013/06/in-the-bookroom/post/the-library-is-open-a-look-at-librarians-and-tumblr/>



And that's the end of  
another great season!

Have an amazing Fall!!

Tech Tools with Tine Webinar presented on October 3<sup>rd</sup> 2014.

